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From: Retallack, Alexia@Wildlife
Sent: Tue 7/7/2015 8:11:57 PM
Subject: Media Plan overview for sampling
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JIC will prepare press release on the sampling event.

- Press release (working on it with sampling team) drafted – will come to UC for review
- Press release embargoed distribution to local elected officials first (hopefully tomorrow if first day of sampling)
- Press release to all media for Santa Barbara, Ventura, Los Angeles and Orange counties 30 min to 1 hour later
- A pre-designated location and time for observing the activity will be provided only to the media that inquire about meeting one of the teams at the beach.
- A PIO will be provided for each sampling team (one North and one South) to escort and manage any media that arrive.

Possible working titles:

- Refugio Response Post-Cleanup Reference Sampling
- Refugio Incident Beach Monitoring Baseline Sampling

Working on an FAQ to assist JIC team.

Please advise if this meets your expectations.

Alexia Retallack

Office Spill Prevention and Response

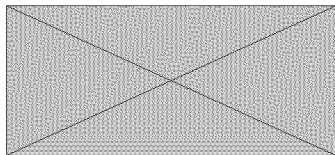
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